

Why Is The Printed Word So Important In Advertising?

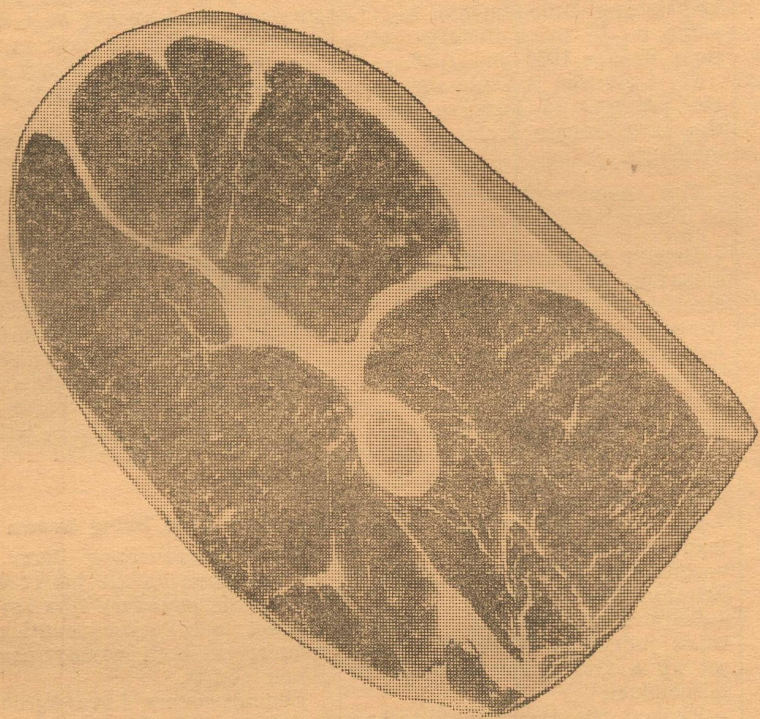
It's CLEAR — It's PERMANENT ——— It's BELIEVABLE

The newspaper is the GREATEST ADVERTISING MEDIUM for many reasons. One of them is that it carries the power of the printed word. People believe in a message that is permanent — one that is written. They understand it better. Also, the newspaper, because of its permanence, lets the reader choose his own time for absorbing the message. And once put down it can always be picked up again. The message that lives is the one that is printed in the newspaper.

The Eldorado Success

Stands Ready To Serve Your Advertising Needs . . .

Fresher Foods Friendlier Service Lower Prices!



TENDER — JUICY

ROUND STEAKS

POUND

79¢

CUT - RITE — TRIMMED - RITE

RUMP ROAST

POUND

69¢

FLAVORFUL — EASY TO SLICE

PEAK ROAST

POUND

69¢

LEAN, MEATY

BEEF RIBS

POUND

39¢

DAIRY FOODS

ADD *Lest* TO SPRING MENUS

- Quart Buttermilk
- 12-Oz. Cottage Cheese
- ½ Gallon Punch
- Orange
- Grape or
- Lemonade

19¢
EACH



KIMBELL'S TEA

1 Lb. Box

89¢

Limit One at this Low Price



Gandy's Ice Cream

Half Gallon **69¢**

- Supreme Cookies
- Pecan Dainties
- Cocoanut Chocolate Drop
- Pecan Sandies

49¢ each



Long Grain

COMET RICE

2-Lb. Box

39¢



Heinz Strained
BABY FOOD

5 FOR **49¢**

Heinz Strained
MEATS

2 FOR **49¢**



GLADIOLA

FLOUR

10 Pound Bag **89¢**

Limit One at this Low Price

Kraft
Miracle
Whip
Quart

49¢



Kimbell's

PICKLES

Sour — Dill
Sli Sour
Sli Dill

Quarts

3 FOR **\$1**



Cattleman's
Barbecue
Sauce

19-Oz. Bottle

39¢

METRECAL

Liquid Diet Control

Six Pack **1.49**

CARNATION

Instant Breakfast

Six Pack **69¢**

Parker Foods